



Cosmetic Campus SPECIAL - Developing Your Cosmetic Business in USA. A special challenge in difficult times?

Specialist Lectures

Wednesday, 21 June 2017 from 4:00 p.m. – 4:30 p.m.

The US market has over 50,000+ potential retailers for your products. US is also the world's largest market for cosmetic products but it is also changing rapidly. Everyone wants to be in the US market but not all succeed to even make a successful entry. In this presentation, we address: What are the regulatory elements for success? How are changing dynamics impacting brands and retailers? What are these changes? Michael Pfeiffer, expert in the field of cosmetics quality consultancy since 1994, will address the first question: how to legally sell products in USA?

Selcuk Mumcu will focus on the changing business environment in USA including what is causing the change and present different possibilities for brands/private labelers to enter the US market and succeed. He has 20 years of natural products import/export experience on both sides of the Atlantic. Selcuk Mumcu is the owner of SynergyNapex LLC an independent consulting and export management firm established to assist US Natural Cosmetic Manufacturers to expand their export/import business.

Lecture is given in English and simultaneously translated into German.

Speaker



Michael Pfeiffer

Managing Director, Pfeiffer Consulting LLC, Bonita Springs, USA

Speaker



Selcuk Mumcu

International Business Consult, SynergyNapex LLC, Florida, USA